

RJReynolds

Tobacco Company

September 27, 1993

SEP 30 1993

J. W. REGAN (JACK)
National Vending Sales Manager

Winston-Salem, NC 27102
919-741-5360

Mr. J. W. Best
Mr. L. Birlin
Mr. P. J. Cundari
Mr. S. G. Hanes
~~Mr. E. M. McAtee~~

RE: **WINSTON WEEKENDS: VENDING PROMOTION**

Attached you will find the national report and sales area report with your results as of September 1, 1993. Your regional and division managers will receive their reports at the regional offices. As you can see, we are already ahead of the Camel promotion. Vend operators can still be signed up for the program until October 15, 1993.

If you have any questions, please give me a call.

Jack

J. W. Regan

JWR:cg
Attachment

cc: Mr. R. S. Hendrix
Mr. L. S. Schreiber
Ms. L. J. Beasley
Mr. C. M. Davis
Mr. M. Duffy
Mr. B. D. Hatter
Mr. B. K. Stockdale
Mr. F. H. Vestal

"We work for smokers."

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NATIONAL REPORT

As of: September 1, 1993

Sales Area	WINSTON PROMOTION						Sales Area	CAMEL PARTICIPATION					
	Total No.	Vendors	PerCent	Total No.	Machines	PerCent		Total No.	Vendors	PerCent	Total No.	Machines	PerCent
	Vendors	Participating	Participation	Machines	Participating	Participation		Vendors	Participated	Participation	Machines	Participated	Participation
Sls Area 1	857	171	20.0%	69035	8640	12.5%	Sls Area 1	905	157	17.3%	75820	7400	9.8%
Sls Area 2	658	101	15.3%	45182	4065	9.0%	Sls Area 2	727	100	13.6%	51226	3605	7.0%
Sls Area 4	766	67	8.7%	48806	2950	6.0%	Sls Area 4	832	77	9.3%	53388	2870	5.4%
Sls Area 5	705	52	7.4%	33576	1645	4.9%	Sls Area 5	743	111	14.9%	37310	4240	11.4%
Sls Area 6	962	139	14.4%	58551	8530	14.6%	Sls Area 6	1015	144	14.2%	56494	9085	16.1%
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	3948	530	13.4%	255150	25830	10.1%		4222	589	14.0%	274238	27200	9.9%

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SALES AREA REPORT

As of: September 1, 1993

WINSTON PROMOTION							CAMEL PARTICIPATION						
Region	Total No.	Vendors	PerCent	Total No.	Machines	PerCent	Region	Total No.	Vendors	PerCent	Total No.	Machines	PerCent
	Vendors	Participating	Participation	Machines	Participating	Participation		Vendors	Participated	Participation	Machines	Participated	Participation
Region 11	129	30	23.3%	8551	1295	15.1%	Region 11	135	31	23.0%	8872	865	9.7%
Region 12	123	18	14.6%	10049	485	4.8%	Region 12	128	15	11.7%	13269	1295	9.8%
Region 13	174	33	19.0%	18641	2950	15.8%	Region 13	180	35	19.4%	19199	2260	11.8%
Region 14	67	1	1.5%	6238	25	0.4%	Region 14	81	3	3.7%	7452	45	0.6%
Region 15	175	48	27.4%	12214	1820	14.9%	Region 15	182	52	28.6%	13070	1960	15.0%
Region 16	189	41	21.7%	13342	2065	15.5%	Region 16	199	21	10.6%	13958	975	7.0%
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Sls Area 1	857	171	20.0%	69035	8640	12.5%		905	157	17.3%	75820	7400	9.8%

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